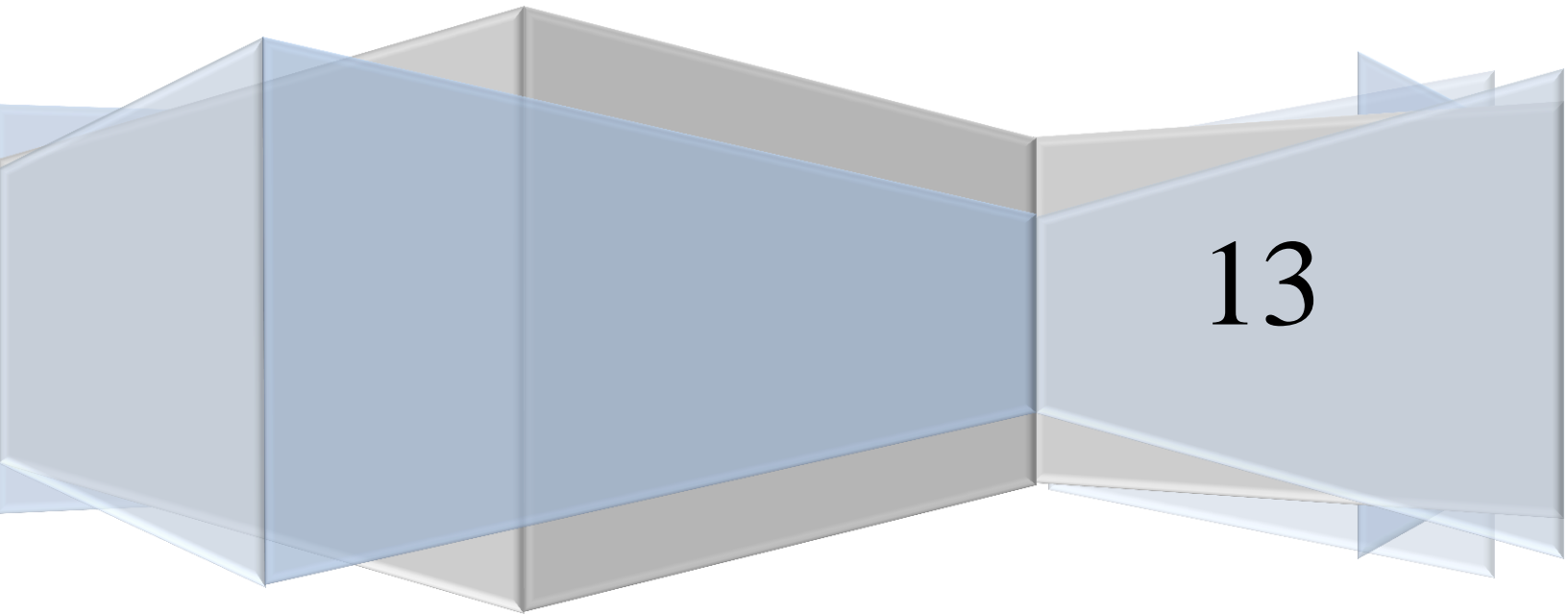


Pine Valley Neighborhood Association

Board Retreat

Hosted by the City of Charlotte at Foundation For The Carolinas



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Pine Valley Neighborhood Association

2013 Board Retreat

Background

On Saturday, July 20, 2013, the board members of the Pine Valley Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- Quaneka Falls
- William Howard
- Marshalle Peay
- John Stitt

The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.



Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

By participating in the retreat, our board earned a \$3,000 Neighborhood Matching Grant credit to help execute one of the projects we identified.

Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities

- Working Lunch – The Year Ahead
- Where's the Energy – Energygram Exercise
- Project Planning Worksheet Review

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

<i>Where We Were: Reflecting on our past, what were some of the best/worst moments?</i>	<i>Where We Are: Why/why not would a person/business want to move into our community?</i>	<i>Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?</i>
<p>Worst:</p> <ul style="list-style-type: none"> • Crime • Shooting , drugs, break ins • Partnerships • Children & Programs –left • Some property deterioration <p>Best:</p> <ul style="list-style-type: none"> • City Programs (CETA) • YMCA Programs • Youth/ Sport Pro-grams • More parent involvement • Pride • Up keep • Signage for community 	<p>Why Not:</p> <ul style="list-style-type: none"> • Lack of involvement • Overall appearance (yard, people hanging out) • Crime <p>Why:</p> <ul style="list-style-type: none"> • Opportunity to uplift community • Revived leadership • Transformation 	<ul style="list-style-type: none"> • \$\$ to rebuild (center, parks, etc.) • Homes– either rented out or sold • Pride/ homeownership • Get rid of crime • Vibrant community centers • Senior programs • Youth/ senior • Beautification • Crime

Based on this activity, our group identified shared values that would help us craft the vision for our community:

- Safe Community
- Community organization
- Beautification

Our Vision

Pine Valley is a unified family oriented neighborhood committed to youth and elderly while providing a beautiful and safe place to **LIVE!**

OUR VISION:

For Pine Valley to be a unified and family-oriented neighborhood committed to the youth and elderly while providing a beautiful and safe place to live.



Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus. We utilized the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Current realities keeping you from our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the ideas by natural categories. Which ideas go together? Feel free to move any post-it note to another place. Move yours, move those of others, and feel free to do this. Do not be offended if someone moves yours to place where you feel it does not belong, just move it where you believe it goes.
- Once everyone agrees on the groups, give each one a name.

This activity led us to the following categories:

Community Participation

- Painting of building
- Clean-up of Community
- Getting people to help
- Lack of community participation
- Involvement of all homeowners and resident events

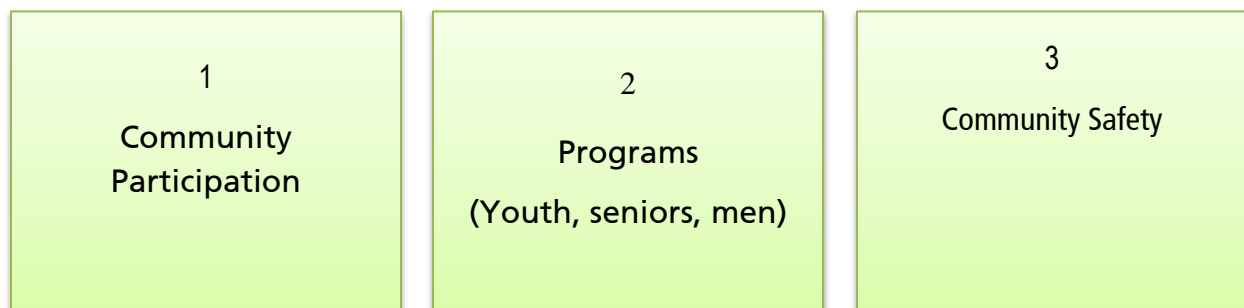
Programs

- More space for programs
- Repairs needed and materials
- Programs for youth, seniors and children

Safety

- Place for children to play
- Neighborhood police resource officer
- Code enforcement involved
- Safe place for children to play
- Safe place for seniors to fellowship

The board then identified the three priorities that were most important for us to begin working on to achieve our vision:



Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:
(based on our tree activity)

Strategic Priority	Potential Projects	Sources that could give life to success
<i>"The Trunk"</i>	<i>"The Fruit"</i>	<i>"The Roots"</i>
1. Community Participation	<ul style="list-style-type: none"> • Refurnish community center • Playground equipment • Talent show • Block party (Meet and Greet) • Regular community meetings (1 per month with food) • Sock Hop • Summer & After school programs 	<ul style="list-style-type: none"> - \$\$\$ - Grants - Partnerships
2. Programs (Youth, Seniors, Men)	<ul style="list-style-type: none"> • Youth (Current) After School Swimming (Future) • Computers Future & Training Youth Seniors • Men Leadership development • Movie Nights - Coming • Jobs (Future) Employment Services (Future) • Seniors Bingo (Present) Arts & Crafts (Present) Social Night (Present) 	<ul style="list-style-type: none"> --YMCA - Churches --Grants --Non-Profits (Caring Hearts of America) --City of Charlotte --SNAP-supply computers
3. Safety	<ul style="list-style-type: none"> • Place for children to play • Neighborhood police resource officer • Code enforcement involved • Safe place for children to play • Safe place for seniors to fellowship 	<ul style="list-style-type: none"> - Police Department - Neighborhood watch - Community pride

Action Items for 2013-2015

After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2013-2015:

1

**Block Party/
Talent show**

2

**Computers and
Computer
Training**

3

**Jobs and
Employment
Services**



OUR VISION:

For Pine Valley to be a unified and family-oriented neighborhood committed to the youth and elderly while providing a beautiful and safe place to live.

TO HELP REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1
Community
Participation

2
Programs
(Youth, seniors, men)

3
Community Safety

IN 2012-2014, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

1
Block Party/
Talent show

2
Computers and
Computer
Training

3
Jobs and
Employment
Services

